

Can Clinton Rock the Vote?

BY JONATHAN S. COHN

Bill Clinton plays the sax on Arsenio. MTV says it wants to "Rock the Vote." These days, everyone's trying to get the twentysomething generation involved with politics—everyone, that is, except the twentysomething generation.

Believe me, I know. As a 22-year-old journalist, I've spent the last six months interviewing young people about their political attitudes. And time and time again, I've found the same thing: we don't *have* political attitudes.

No, I don't mean we're apathetic. Quite the contrary; many of the people I've met have professed an impressive level of social awareness and compassion. The problem is our perception of the political process itself. We see no connection between our concerns and the ballot box. National politics, for my generation, has become irrelevant.

This attitude poses an obvious threat to the health of our democratic process. Defeating such skepticism ought to be a priority in this election year. But as Clinton, MTV and numerous grass-roots campaigns can attest, it's not easy convincing us that politics matters—mainly because we've never seen it matter before.

Historian Arthur Schlesinger once wrote that "common experience precipitates common perceptions and outlooks." Given my generation's common experience watching a political process mired in scandal and stagnation, it's no wonder we share a perception that politicians—and particularly presidents—can accomplish nothing significant.

First we had Richard Nixon. He showed us that presidents could be corrupt. Gerald Ford and Jimmy Carter followed, proving that presidents could be clumsy and ineffectual. Next came Ronald Reagan, who, by example, vindicated his own ideology: the federal government works best when it matters least.

Granted, other generations lived through the '70s and '80s, too, without withdrawing from the system as completely as we have. But those generations at least have the benefit of memory. My father can recite John Kennedy's call for public service. My grandma got a job thanks to Franklin Roosevelt's New Deal. Those of us in our 20s have never seen the federal government do something so inspiring or productive. Indeed, we've never seen it work at all.

The solution to our woes is obvious enough. We need some clear examples of affirmative government, designed to meet the progressive yearnings we share. Although politicians and political observers often call us indifferent, the polls show we care a great deal about many social issues (poverty, race relations and the environment come quickly to mind), and it's high time government got serious about addressing them.

But we don't always want what we need, and, like a toddler needing medicine, we choke on every campaign that promises us change. We say we want social reform, and then we vote—if at all—to support the status quo (in the '80s, Reagan and George Bush were most popular with young voters). It makes for a vicious cycle, and that is why changing our attitudes is now such an urgent imperative.


It won't be easy. Efforts like "Rock the Vote," a music-industry campaign to increase voter registration, have enjoyed only marginal success, largely because they assume a recognition that voting actually matters. Ditto for outreach attempts by various presidential campaigns, which presume young people will pay attention to the candidates long enough to be persuaded.

'Generational change': The only hope, I think, lies in a radical change in the dynamics of this campaign. Engaging young voters can't be just another campaign tactic; it must become an end in itself. We need a presidential candidate who is a vehicle of empowerment for young voters. We need a candidate who is an agent of "generational change"—an individual whose candidacy represents at least in part an attempt to pass the torch from old to new.

Whether any of the candidates can still become that agent, of course, remains to be seen. George Bush seems too hopelessly wedded to the status quo to play this role

credibly. Ross Perot's grass roots make him a better bet, but his stubborn vagueness and lying make him as much the object of suspicion as adulation.

That leaves Bill Clinton. Clinton is the only candidate targeting young voters in earnest, and he is the only one preaching a specific plan for change (his proposed domestic GI bill is particularly impressive).



It's not easy convincing members of my generation that politics matters

But even Clinton won't connect so long as he relies on a middle-class, centrist appeal. If he is serious about engaging young voters, he will have to seek us out, broaden his message and make generational change an explicit cornerstone in his campaign. (It makes even more sense with a young Al Gore on the ticket.)

Generational politics, of course, is hardly an original idea. In the '80s, strategist Patrick Caddell created similar platforms for Democrats Gary Hart and Joseph Biden. Caddell's obsession was the baby-boom generation, but there's no reason a new call for generational change couldn't sweep up the twentysomething generation as well—and succeed where Hart and Biden left off.

To be fair, politics is a two-way street. If the candidates need to change, so do the voters. Our indifference to politics may be understandable, but it still borders on the hypocritical. If we are truly serious about issues—and if we expect politicians to act accordingly—we must demonstrate that we are equally serious about listening for solutions.

But that will be the easy part. Energy and an open mind are inherent in youth. The question is whether anyone in Washington—or anyone who aspires to be in Washington—has a similar capacity for change.

If the recent past is any indicator, probably no one does—and that should trouble Americans of all ages.

Jonathan S. Cohn is assistant editor of The American Prospect, a political quarterly based in Cambridge, Mass.

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PROFILE

The Fire Around The Ice

He is moving from "gangster rap" to hard rock and Hollywood, but Ice-T still preaches the same message: the reality of the streets

By SALLY B. DONNELLY

POETRY IS A WAY OF TAKING LIFE by the throat," wrote Robert Frost. Tracy Marrow's poetry takes a switchblade and deftly slices life's jugular. Since his 1987 debut album, *Rhyme Pays*, Marrow—who goes by his high school nickname of Ice-T—has set off critics who accuse him of glorifying crime, homophobia, sexism and violence. His profanity-laced descriptions of gang life in a Los Angeles ghetto fostered a genre of hard-core black music known as "gangster rap." Tipper Gore of the Parents' Music Resource Center singled out Ice-T for the "vileness of his message."

Last week more people were trying to shut him down. A group of law-enforcement officials in Texas called for a boycott of Time Warner, the parent company of his record label, Sire (and of *TIME*) because of one of his recent tracks, *Cop Killer* ("I'm 'bout to bust some shots off/ I'm 'bout to dust some cops off"). Said Doug Elder, president of the Houston Police Officers Association: "You mix this with the summer, the violence and a little drugs, and they are going to unleash a reign of terror on communities all across this country."

But what guardians of respectability find vile is considered compelling and clever by the hundreds of thousands of fans who have made Ice-T the world's most consistently successful hard-core rapper. Despite very little radio play or MTV time—his cuts are too hot for the air—he has produced four gold-selling albums. His fans are mainly young males, but they range through all races and classes, and they can be found from his adopted hometown of Los Angeles to Harlem and Harvard—where his 1989 album, *The Iceberg Freedom of Speech*, was No. 1 on the campus charts.

Ice-T does not want to be adored. He'd prefer to be shocking—and well paid. For the most part, he lets his music speak for itself because he knows trying to reason with his critics is wasting time. "The way I rap, and what I rap about, is based in reality,"

he says angrily. "I don't really care what people who don't give me a chance say."

After the defiance, though, comes Ice-T's real message. "I write to create some brain-cell activity," he insists. "I want people to think about life on the street, but I don't want to bore them. I want them to ask themselves, 'Does it matter to me?'"

The recent violence in Los Angeles, says Ice-T, "only vindicated what I've been rapping about for years. I have been one of the voices from the 'hood trying to let you know what kids on the street are thinking." To him, the riots in the wake of the Rodney King verdict were predictable. "If you didn't expect the rebellion after such a miscarriage of justice, then it just shows how out of touch you are."

What about the profanity? Ice-T sighs in frustration. "You're overhearing black guys on a street corner talking to one another. It's s_____ talking, a dialect. But people take it so seriously." What he fails to realize is that people do take words seriously, and understandably so, when they are so offensive and degrading. When Ice-T sang on one of his first albums about a friend who "f_____ ed the bitch with a flashlight/ Pulled it out, left the batteries in/ So he could get a charge when he begins," he let his own definition of "reality" overcome his responsibility.

To Ice-T, the language issue comes down to one of race. "A lot of terms we use on the street don't have the same connotation in white America. They shouldn't sweat us on what words we use with each other. I hate to say rap is a black thing, but sometimes it is."

In his early 30s, Ice-T is a decade older than many of his rap compatriots, and that shows in his work. He is perhaps the only rapper who can admit that he was wrong. He has eliminated antigay messages from his raps. "I used to make fun of gay people, call them fags," he says. "But my homeys weren't down with that, so now I lay off." He has also left the most extreme, racist gangster rap to the likes of Ice Cube. Instead, he now focuses his energy on what he calls "intelligent hoodlum" material. Quincy Jones says Ice-T's work has "the best poetic quality of any rapper, and the strongest narrative I've ever heard."

His latest album, *O.G. Original Gangster*, is his best and most balanced. Ice-T's vivid writing and rich delivery detail life on the streets with his trademark realism and humor, but the sometimes tragic consequences of that life are also laid out. On *New Jack Hustler*, which was nominated for a 1992 Grammy, he sketches the dilemma of a dope dealer:

*Turned the needy into the greedy
With cocaine
My success came speedy.
Got me twisted
Jammed into a paradox
Every dollar I get
Another brother drops.*

Other tracks deal with child abuse and drive-by shootings, and there are none of the patently sexist raps of earlier years.

Tracy Marrow has been relying on himself since he moved to Los Angeles to live with relatives when he was just a boy. He was born in Newark but traveled west after his parents died when he was in elementary school. Although he lived in Windsor Hills, a middle-class section of L.A., he claims he began

Photograph for *TIME* by Ted Thai



"My raps aim to give people courage. Listening to me gives you the ability to say, 'Screw the system' if it's doing you wrong . . . That rap is considered more dangerous than heavy metal, even Satan worship, only shows where America's fears lie."

hanging with a rough crowd. He plays up these tough-guy roots to legitimize his hard raps, although a teacher at his alma mater, Crenshaw High, remembers Marrow as a milder sort whose most serious offenses were trying to get into basketball games without paying.

While still a teenager, Ice-T joined the Army and completed a four-year stint, spending most of his free time deejaying parties for his fellow soldiers. There he realized that he was "better at talking than mixing the records." Marrow knew his voice and quick wit could take him places, but admits "the concept of actually getting paid for rapping was too farfetched to even think about."

He had signed up for the military to "get responsible" after getting a high school girlfriend pregnant. But when he returned to Los Angeles, he drifted into crime. His homeys had stepped up their activities to robbery, credit-card fraud and even arson. Despite his musical ambitions, Marrow rejoined his crew and started making serious money. He says now of that period, "I thought I'd be a hustler for the rest of my life."

A local promoter had him record *The Coldest Rap* in 1982, which led to deejay stints around L.A., including shows at the now defunct Radio dance club downtown. For \$50 a week, Ice-T spun the records and rapped to mostly white crowds. "I had this double identity," he says. "Deejaying for trendy kids on the weekends, and doing the dirt on the street the rest of the time."

His deejay gigs led to another career move that, some have since suggested, should supplant his rapping. He was offered a small part in the dance movie *Breakin'* in 1984. "They said they'd pay me \$500 a day. S___, I was spending that on sneakers," he laughs. But his street boys, according to Ice-T, wouldn't let him turn down the part. A few of the gang had already been taken down by the police or other gangs. "You got a chance," Ice-T recalls them saying. "White people like you, man. They've got their hand out; you should take it." His second big-screen appearance, as an undercover cop in last year's surprise hit *New Jack City*, brought critical acclaim. He will share top billing in Universal's *The Looters*, a movie about a team of industrial-security experts, originally scheduled for release in July but delayed and retitled after the Los Angeles riots.

Ice-T says he owes his success to his friends from the old days. As he sings in *Mind over Matter*,

*I made a promise
To my brothers in street crime
We'd get paid with the use
Of a sweet rhyme
We put our minds together
Made the tracks clever
Now we're checkin'
More bank than ever.*

Some of Ice-T's friends now work in various capacities for Ice-T—at his music production company, Rhyme Syndicate, his merchandising business or the auto repair shop he owns in Los Angeles. Jorge Hinojosa, who has served without a written contract as Ice-T's manager for nine years, says loyalty and trust are vital to the performer.

"There's a very small inner circle around Ice that is hard to break into. It's a carryover from the street attitude: I got your back if you got mine." Ice-T also keeps in touch with some of his friends who

are now in prison, sending them tapes or packages.

Ice-T's loyalty extends to helping out his crew by funding their projects. Ernie C., a friend since Crenshaw High, started a rock band with Ice-T's support. Now they've joined forces to create a new band, Body Count, with Ice-T as the lead singer. Ice-T is a rock and heavy-metal fan of long standing, and, rapid-fire, he rattles off his favorites: Black Flag, Judas Priest, Blue Oyster Cult, Hendrix, Slayer. "I like the aggressiveness and anger of hard rock," he says, and he proved it last summer by appearing with a collection of metal bands on the successful Lollapalooza tour.

Offstage, Ice-T seems far removed from his writing-performing persona of a hard-rap hustler. For the most part, he speaks quietly, his light brown eyes narrowing as he makes a point. At an even 6 ft., light skinned and dressed casually but neatly with his Nike shoestrings tied just so, he can blend into the crowd at his usual hangouts, from Spago to Red Lobster Inn. He relishes the rewards of his success—his house in the Hollywood hills, for example, where he lives with his girlfriend Darlene Ortiz and their six-month-old baby boy; his collection of half a dozen sports and antique cars; his trips to such spots as Hawaii and Asia. But he knows whom to thank for it all. "It wasn't a cop or social worker who got me here," he says. "It was my boys, like the ones now on death row, who are the reason I'm doing it. That's why there's a real allegiance to the street in my music."

The same attraction that Ice-T once felt for life on the edge holds for rap fans today, and he knows it. "There's no feeling like robbing somebody. It's a weird, warped thrill," he acknowledges. But with convoluted logic, he warns, "It's wrong, and it can also get you killed." He simplistically assumes listeners can draw the line between sitting back and enjoying the thrill and participating in it. The rapper claims his music encourages people to action but not to crime. "My raps aim to give people courage. Listening to me gives you the ability to say 'Screw the system' if it's doing you wrong."

That attitude, and the fact that young people are listening to it, says Ice-T, is what has traditional America running scared. Law-enforcement authorities spend time monitoring rap groups like N.W.A. and 2 Live Crew, and only end up bringing more attention to the groups. "That rap is considered more dangerous than heavy metal, even Satan worship, only shows where America's fears lie," he says.

Strange, then, that one of America's most fearsome rappers will soon be a comic-book star. DC Comics has planned a three-part series featuring the rapper. Ice-T is also using his experience with gangs for more than albums. He frequently speaks to high school students about the dangers of a life of crime. In the meantime, as Ice-T sings on the title track of the *O.G.* album,

*I rap for brothers just like myself
Dazed by the game
In a quest for extreme wealth.
But I kick it hard and real
One wrong move, your cap's peeled . . .
Point blank and untwisted
No imagination needed, cause I lived it.
This aint no f___ing joke
This s___ is real to me.
I'm Ice-T.*

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Capturing the College Market

Stuart Himmelfarb

Few feelings of change are as palpable as those of a college student who is dropped off at school to begin the freshman year, stolidly bids his parents farewell, and turns—alone—to face four years of new experiences and tremendous growth. For most of us, the personal dimensions of this feeling can be vividly recalled. As marketers, what do we make of the effect of these changes on students' lives, on their eventual careers, and on their consumer activities?

About 90% of full-time undergraduates at four-year colleges and universities—nearly 5 million students—experience the feeling noted above because they live either in on-campus housing or in an off-campus dwelling away from their families. These students represent the core of the college market, the group most marketers target. In total, there are nearly 13 million undergraduate, community college, and graduate students nationwide, of whom 7.5 million attend full time. Despite the decline in 18-year-olds through the 1980s, total enrollment has remained stable because of two factors—more high school graduates are going on to college and older students are returning to complete their education.

Roper CollegeTrack™ has been studying full-time students since 1988. After 25,000 interviews and 14 studies, we have explored what students do with their new-found freedom and have reached a few conclusions.

This is as much an adult market as a teen market.

The youthfulness and spontaneity of college students often lead marketers to view them as closer to teens than to adults. That might be true in fashion, entertainment, and certain product categories, but our experience is that students face many issues more appropriate to adults. For example, off-campus dwellers are heads of their households and must cope with the responsibilities of managing household affairs. They shop for food and household items from their own shopping list, prepare meals, and handle household emergencies and expenses. When you consider that they are doing these things for the first time, the value of reaching students becomes ob-



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vious. Why not capture the loyalty of these consumers as they enter many new product categories—ranging from foods and household products to cars and electronics—rather than waiting until they graduate?

College consumers represent a current market, not just an investment in the future.

Students' spending power, wide interests, and mobility make them an active group of consumers. They shop at department stores for premium fragrances, at supermarkets for food, and at chain drug stores for toiletries and cosmetics, and can also be seen at car dealerships, clothing stores, record stores, and electronics chains. Undergraduates at four-year schools alone represent about \$30 billion of buying power and \$7 billion in discretionary spending during the school year (buying power passes \$60 billion when all full-time students are considered, and discretionary spending is more than \$13 billion). The many uses of this buying power are impressive—more than 60% of students have a vehicle with them at college, 78% have a TV of their own, 42% have a VCR, 65% have some kind of audio equipment, 35% have a CD player, 29% have a computer, 48% have a telephone answering machine, and 26% have a microwave. As a result, students can have a major impact on current sales, not to mention the added possibility of future loyalty.

Credit cards and other financial services are being actively marketed to students, reflecting students' interest in managing their own affairs and issuers' recognition that students are creditworthy.

Two-thirds of undergraduates have a major credit card and the overwhelming majority report that it is in their own name. This is not surprising as 83% agree that it is important for them to establish their own credit rating.

Students can be reached through general audience and college-oriented media.

The college audience's vaunted elusiveness has discouraged many efforts to reach students with advertising. Students are often thought to be difficult to reach. The resulting hesitation is compounded by the absence of traditional audience measures of college television viewing; dorm dwellers are an unmeasured audience, which means that they are treated in the same way as bar patrons and hotel guests. Our studies have shown, though, that students make time for television (more than 90% watch some TV each week and more than 40% receive cable), listen to the radio, and read local, national, and campus newspapers and magazines, not to mention other campus-specific media such as wall notices. Careful planning, taking into account the general audience media in which students are interested combined with an overlay of college media, can deliver this audience effectively and efficiently.

"Green" matters to students—they are more likely than consumers in general to respond to environmental claims.

More than 90% of undergrads are concerned about the environment and 40% describe themselves as very concerned. These concerns are popular among other groups, but their impact on consumer activities is more pronounced among

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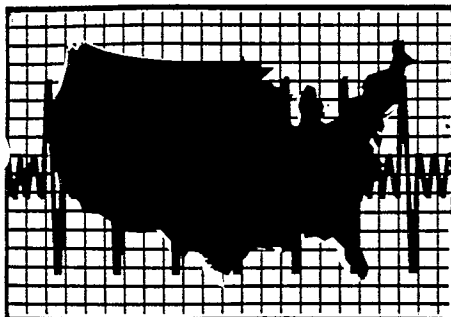
students: 50% of undergraduates but only 29% of adults have purchased products because of an environmental message. *These are trying times for students—campus life is more difficult and their job prospects more limited than in recent years.*

Since our first study in 1988, students have consistently been critical of the condition of the U.S. economy. However, they were very confident about their prospects for jobs and financial success. The picture changed during the last school year as a result of worsening economic conditions and tightened job prospects, as fewer jobs are available and fewer companies are recruiting on campus. Students' assessment of the economy has plummeted and their sense of confidence has eroded:

- in a fall 1990 study, 60% of seniors agreed that they were worried about finding a job in their chosen field whereas only 47% had agreed one year earlier.
- in the same study, we found an increase in the number of students who agreed that it would be difficult to match their parents' standard of living.
- in a separate 1990 study, the "MTV-CollegeTrack Report," 79% of seniors agreed that "my generation will have a tougher time making ends meet than previous generations."

What emerges is a sense that college students are an increasingly complex and challenging group to understand. In many important ways, the college experience is much as it has always been—a time of experimentation, of new-found freedoms, ideas, friendships, and experiences, and of making decisions about one's future. In this way, college continues to provide the transition from living at home as a teen to living on one's own as an adult. However, we have also seen the emergence of a harder edge, as students have had to cope with a shrinking job market, weaker economic prospects, increased incidents of crime on campus, and tensions among various campus groups. Marketers who are attracted by the college market's current purchases and future potential will need to keep these conflicting forces in mind to develop an effective college marketing program. ■

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Escalation in the Music Wars

Compact disc sales are heating up, and audio tape sales are off. But the core markets are different enough that CDs are unlikely to supplant tapes anytime soon.

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The Store Brands Comeback Story

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Will The 1990s Be A "Men's Decade"?

Transition Time For Men

WHILE MUCH HAS BEEN written about women's changing roles and attitudes, attention has only recently turned to male issues and the male perspective. Few years in recent memory have seen so much media attention devoted to men. "Men on Trial," blared the cover of *New York* magazine, which focused on the social and sexual confrontations surrounding the Clarence Thomas hearings and the William Kennedy Smith case. "What Do Men Really Want?" asked *Newsweek*, delving into men's new search for emotional expression and communion with other men.

Will there be a vast "men's movement" in the 1990s to help them find a new definition of masculinity? It's unlikely, despite media hype to the contrary. A men's "adjustment" is more likely. Most of the important issues men are now grappling with are intensely

personal and lie beyond the scope of an organized movement. But as men adapt to a changing culture, they are establishing new personal priorities.

Men are re-evaluating their roles as workers, partners, fathers, friends. Increasingly, they are searching for a new lifestyle balance that allows for both a successful career and quality leisure time. They believe in sharing household chores and want to be involved with raising their children.

Just who are American men today? A study conducted by The Roper Organization for *Playboy* Magazine sheds new light on men and their views in this transition period.

Men today see themselves above all as friendly, trustworthy, and kind. Nearly five times as many would rather be viewed as sensitive and caring than as rugged and masculine (71% to 15%)—

Continued on page 2.

The Recession Could Outlast The Candidates

The public is gloomier than ever about when the recession will end. Last May, as government economists were predicting an imminent recovery, few Americans thought the recession was over, but 3 in 10 thought it would end within six months. But as of November 1991--six months later-- just 5% of the public thought the downturn was behind us. In fact, they expected it to linger on a median of 13 months longer. If they are right, that means no recovery before next fall's Presidential election.

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American Men Adapt To A Changing Culture

Continued from page 1.

perhaps an indication of the 1990s' "men's adjustment" underway. Today, few men want to be seen as macho, to act or be perceived as stoic and uncaring.

Surprisingly, given men's enthusiasm for sports and sex, only 1 in 3 describe themselves as athletic, and under 1 in 5 call themselves sexy.

When the focus shifts to men in general, most see "many" or "practically all men" stereotypically—as sexual and ambitious, but largely unemotional. When it comes to intimacy, fully nine times as many think practically all men have a strong sex drive as say that members of their sex are capable of showing emotion. Twice as many believe men are ambitious workers as are caring husbands.

Most men recognize a need for change: 2 out of 3 would like to see more men become more caring as husbands and as parents, and nearly 6 in 10 want men to be able to be more emotional, even to "cry once in a while." Most men want to see changes in men's roles at home, pleasing their wives and children by being more involved—and also, perhaps, relieving themselves of the burden of keeping their feelings inside.

Not that they are abandoning their careers for the home; half still want men to become more ambitious about work. Men highly value and identify with their careers, but do not want their breadwinner roles to become too confining. Most, meanwhile, are content with current levels of interest in sex, sports, and personal appearance—areas where men already perceive most males' interest as being very high.

Women generally agree with these characterizations of the opposite sex. They are somewhat more likely to stress the need for greater communication and emotional expression—even though most men admit they should be working on these areas. When it comes to more stereotypically male features, like a strong sex drive and high interest in sports, women still say men should "stay the way they are."

Men as Partners: The New Romantics

3 in 4 men believe that romance, commitment, and communication are very important to a good romantic relationship. "Keeping romance alive" is essential to fully 70%; like proportions consider sex, money, and similar ideas about childrearing very important. Most striking: Having similar backgrounds is very important to just 33%, reflecting the cultural diversity and fluidity of social class in America.

If men are so romantic, what's happening in the proverbial war between the sexes? The 1990 Virginia Slims Opinion Poll conducted by The Roper Organization revealed what women thought of men, and the picture was hardly flattering. The top four depictions of men were all negative. And the number of

women agreeing that most men are basically kind, gentle, and thoughtful dropped precipitously—from two-thirds of women who felt that way in 1970 to barely half in 1990. Turning the tables, how do men view women, both as romantic partners and generally?

Most men see the "special woman" in their life as friendly, trustworthy, and kind—just as men most commonly describe themselves. Although men say they are more sexually open-minded and less sexually reserved than their wife or "significant other," more than twice as many consider her sexy (44%) as call themselves sexy (18%).

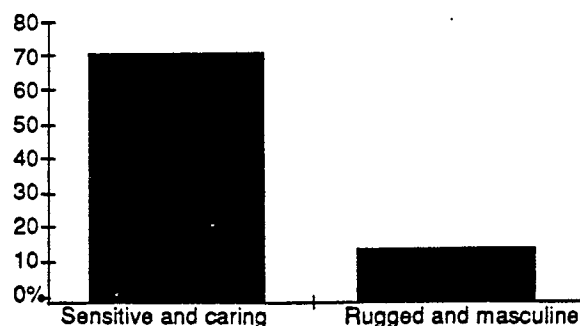
In contrast to women's view of *them*, almost 3 in 4 men believe it is "mostly true" that most women are basically kind, gentle, and thoughtful (73%). Most men disagree that women are basically selfish and self-centered (70%); or that they are more unfaithful than men (68%). A majority of men (52%) say it's not accurate that women get along with women far better than men get along with other men—although a significant 40% feel this is mostly accurate.

While the war between the sexes may finally be getting closer to a truce, the battle wages on. Fully 4 in 5 men agree most women have used their looks and attractiveness to get men to do what they want them to do. Over 7 in 10 (72%) think women often give mixed signals about what they really want. Most also believe women are too sensitive and take things too seriously (62%); are big gossips (58%); and are too quick to blame them for things that go wrong (52%). On the domestic front, the "chore wars" continue in part because men feel unappreciated: 52% think most women underestimate the time and effort men give to their wives, children, and households.

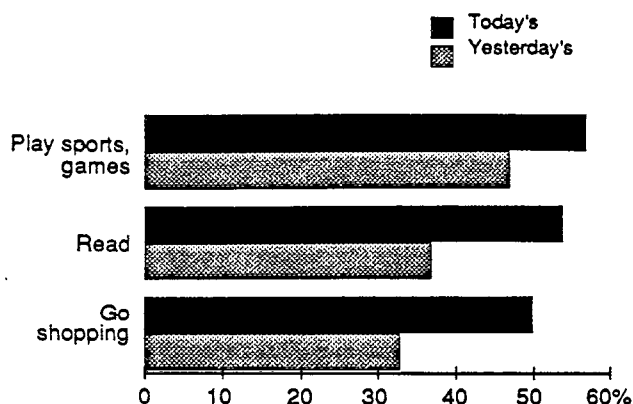
Husband, Father, Worker

Men are currently in a transition period as they try to juggle career and family, something women have been struggling with since they began entering the labor force in droves

Goodbye, John Wayne
How Men Want To Be Seen



Today's Versus Yesterday's Dads Things They Do With Their Kids



back in the 1970s. Like women, men may increasingly make career compromises to have a richer family life. Today, men are evenly split about whether the main focus of their life is job (31%) or family (33%). The other third say "both equally." Of course, life stage is a crucial influence on career orientation: Single men are much more focused on work, while married men, especially those who have children, have their priorities more diffused by family responsibilities.

Men's new attitudes are translating into action, especially in their roles as fathers. When today's fathers of children under 18 are asked how often they do various parenting activities, they report more involvement compared to the previous generation of fathers—men who now have grown kids. One of the biggest changes is in reading together, done "very" or "fairly often" by 54% of today's fathers—up from 37% for yesterday's dads—likely reflecting the high levels of education among boomer parents. Another major shift is in dads shopping with their children—up from a third to half of fathers who do so at least fairly often. And nearly 1 in 4 fathers (up from 15%) now take off from work to spend a day together with their child.

Dining together regularly is the only activity which today's busy fathers are slightly less likely to do compared to their parents' generation. This may signal untapped opportunities for marketing at-home and take-away convenience foods, as well as family-style restaurants. Certainly, fathers have the desire to eat with their kids, even though long hours on the job may prevent them from doing so.

Do Real Men Go To The Mall?

Once primarily women's domain, shopping is increasingly an equal opportunity activity. Although they may not yet—if ever—want to profess that they are "born to shop," men of all ages are shopping more, both for themselves and for

their households. There are more single men, due to unprecedented delays in marriage and high divorce rates. These men must shop for themselves; there is simply no one else to do it. The increasing number of single men living with their parents probably have more time and disposable income than most. Also, with more dual-earner households, husbands must do more chores, including shopping, to help time-crunched wives.

Yet traditionally, men have not been fond of shopping. It has been said that "Women shop, men buy." Just what is it that men don't like about going to stores? Besides general impatience with shopping, the most common complaints are long lines, crowds, and poorly informed salespeople. To lure men, marketers must emphasize prompt, knowledgeable service in an uncrowded environment.

Most men *do* enjoy shopping for cars and automotive accessories, casual clothes, and sporting goods, and almost half like gift shopping. About 4 in 10 enjoy shopping for home electronics, and—unexpectedly—groceries. And more than any age group, men aged 18 to 29 like shopping for just about everything. Even compared to baby boomers, the gap is surprising: Men under 30 enjoy shopping much more than those 30 to 44, especially for clothes and music. Again, life stage differences may account for much of the discrepancy.

Whereas younger men enjoy treating themselves, the over-30 crowd are spending time and money on their families. Marketers, particularly of children's books, movies, and clothes, take note. More fathers today, compared to the previous generation, not only take their children shopping, but also share ideas about clothes and grooming, play sports or games, and go out for entertainment together. Consumer businesses have long understood the influence of mothers, siblings, and peers on purchases. Today, they also need to consider the influence of fathers, as more children come to believe that father *can* know best—even at the mall.

As men broaden their roles, particularly as partners, fathers, and shoppers, marketers need to understand their self-images, values, and goals. More advertising should include men as consumer decision-makers for products ranging from groceries and household cleaners to children's toys. In such ads, men should be portrayed not only as successful, athletic, and sexy, but also as romantic, caring, and communicative.

A 17th century English poet, George Herbert, wrote: "Words are women, deeds are men." Late in the 20th century, the emphasis has shifted. There has been much discussion about modern women's deeds, at home and at work. Now men are finding their voice, and will be telling more of their side of the story.

This article is based on ManTrack II, a study conducted for Playboy Magazine by The Roper Organization. For more information, contact Tom Miller.

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The New World

● **Men are doing more shopping and housework, but only because women are making them change. Women still decide most household purchases, unless they're high-priced items. Women are disillusioned by the "new" man, but there's hope for young and affluent men, who are more likely to share housework and value romance. Knowing how men are changing—and how they aren't—is the key to targeting them in the 1990s.**

by Diane Crispell

Here's a portrait of the American man, circa 1992. He is romantic and self-centered, family-oriented and individualistic, hard-working and leisure-loving. In other words, he is a mass of contradictions. And he is just as mysterious to businesses as men have always been to women.

Women have spent the last three decades behaving more like men in certain ways. In the 1990s, men are adapting to

Diane Crispell is editor of The Numbers News and a contributing editor of American Demographics.

these changes. Women have enjoyed significant advances in educational attainment, labor force participation, career involvement, and economic independence. They have also endured significant increases in smoking, divorce, and single-parent families. The overwhelming result has been stress, as women try to play multiple roles, and increasing conflict, as women demand more from men.

"Men were thrown a curve ball," says Michael Clinton, publisher of *GQ* magazine. "The patterns they had established in terms of interacting with women were no longer relevant."

In response, men started helping out

more with housework and child care. Nurturing became a manly thing in the 1980s; it was celebrated in movies like *Three Men and a Baby* and television programs like "Full House." Advertisers became infatuated with the image of a handsome towelled man dandling a baby on his knees. But many women see these images of men as desirable though unattainable fantasies.

In reality, men can't move fast enough to meet women's expectations. As men have come to respect women more, women have become less satisfied with men. In 1970, 40 percent of men said they thought women were better respected than they had been in the past, according to the Roper Organization. In 1990, this share had risen to 62 percent. In 1970, women were most likely to describe men as "basically kind, gentle, and thoughtful." In a similar Roper survey 20 years later, women were most likely to say that men only value their own opinions, that men find it necessary to keep women down, that they immediately think of getting a woman in bed, and that they don't pay attention to things at home.

As torrents of negativity wash over them, men are beginning to reach out to one another—just as women learned to do with the women's movement, social networks, and magazines like *Working Mother*. The first issue of *Full-Time Dads* was published in April 1991. This bi-monthly publication serves men who are

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of Men



UTAH HATCH PHOTO. ROBERT ACETO HAND COLORING

isolated, in both a physical and psychological sense, as full-time parents. Their stories about the joys and frustrations of child-rearing are not new to women, but they are new to many men.

Men who are full-time homemakers are still rare. But for whatever reason, men are taking on more of the everyday responsibilities of running a household.

That includes shopping, child care, and cooking.

FORCED TO CHANGE

Men act as consumers in two ways—as individuals and as members of a household. These two levels of purchase behavior can become intertwined. For example, only 46 percent of men buy all of their own per-

sonal items, according to a survey conducted for *American Demographics* by Maritz Marketing Research. Thirty-five percent of men buy half or most of their own things, and 18 percent buy just some or none. In contrast, 82 percent of women control all of their personal purchases, and 10 percent buy most of their own goods.

Men shop almost as frequently as

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ing markets for clothing, jewelry, and other romantic items.

Looking good is important to many men, and romance is only part of the reason. Nearly half of men strongly agree that they owe it to themselves to look their best, according to *GQ*, and 39 percent say they have a strong sense of personal style. One out of four men feels that dressing for success is a necessity for his job, and nearly half are pleased when others notice and comment on their appearance.

The *GQ* survey found a significant increase in the amount of time men spend grooming themselves. Men spent an average of 44 minutes a day grooming in 1990, up from 30 minutes in 1988. Men under the age of 25 spent the most time (53 minutes a day, on average) arranging their hair and clothes, and otherwise working on their outward appearance.

WHAT CHANGES AND WHAT DOESN'T

Men are changing the ways they shop, work at home, and dress. But one male mindset cuts across all demographic and socioeconomic boundaries, and it has not changed. It is a thirst for knowledge.

"Must-Know" men are do-it-yourselfers whose interest in how things work extends to their understanding of the products they buy, according to a survey sponsored by *Popular Mechanics* and conducted by Yankelovich Clancy Shulman. They are one-fourth of men with household incomes of \$20,000 or more.

Must-Know men are a key consumer group because they influence the buying behavior of people around them. These men know and give advice about automobiles, home repair projects, and other traditionally male domains. They also dominate high-tech items like video equipment.

In general, men's tastes in media follow the same desire to search for and acquire factual knowledge. Men spend more time than women reading newspapers and less time reading books and magazines, according to the Americans' Use of Time survey of the University of Maryland. The

WHY DO Men *Love* Logos?

Most men are easy-going on matters of style and fashion. But the San Francisco 49ers learned the hard way that men are passionate about their team's logo. When the football team introduced a new symbol for its helmets last February, fan reaction was swift, brutal, and negative. The Niners reversed themselves within a week.

"You're not just talking about it as apparel," says Ralph Barbieri, host of a sports talk show on San Francisco's KNBR radio station. "You're changing the uniform of these people's team."

Many men see a team's logo as an important part of their own identity. "Sport is the glue that bonds many Americans to their place," says John Rooney, a geography professor at Oklahoma

books men prefer tend toward nonfiction. The novels men like are action-oriented tales, science fiction, and westerns.

Men are more likely than women to watch adventure or science fiction programs on television. They are also more likely to watch all kinds of sports, according to Mediamark's spring 1991 survey. But both sexes are equally interested in news programs, documentaries, entertainment specials, and mystery/police shows. Men are less likely than women to watch award shows and pageants, daytime dramas, feature films, game shows, prime-time dramas, and situation comedies.

The magazines men like show a similar skew. Four of the ten magazines most read by men are also on the top ten for women, according to Mediamark. These

are *Modern Maturity*, *People*, *Reader's Digest*, and *TV Guide*. The rest of men's favorite magazines are mostly sports and news-related, while women turn to magazines that focus on home and family.

There are comparatively few general men's or boys' magazines on the market. Only one—*Playboy*—is among men's ten most-read magazines. "One of the problems confronting marketers is that there

**Men spent an average of
44 minutes a day
grooming in 1990, up
from 30 minutes in 1988.**

simply is no *Seventeen* or *Teen* for boys," says Peter Zollo, president of Teenage Research Unlimited in Northbrook, Illinois.

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“BLACK IS DEFINITELY IN, IT'S IN VOGUE TO BE BAD.”

State University. “This is more true of men, because they have participated in sports since they were children.” Wearing the home team’s colors “is another way of saying, ‘This place is important to me, and I’ll demonstrate it with this jacket.’”

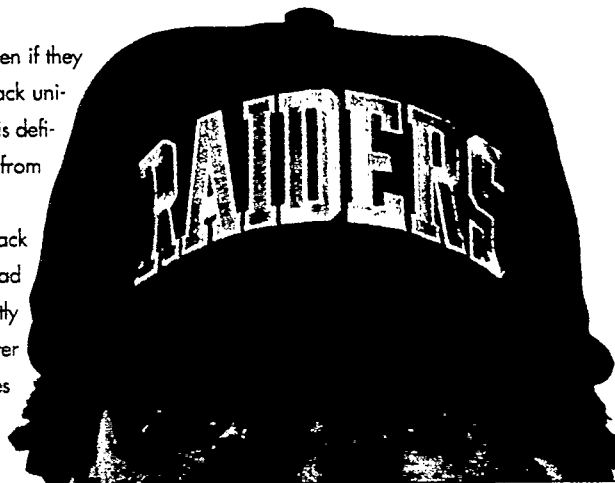
This urge to boast has spawned a big business. Major League Baseball products reaped \$1.5 billion in sales from more than 3,000 logo products in 1990. National Football League products grossed \$1 billion, and National Basketball Association products topped \$750 million in sales this year.

Buying a logo can be a fan’s way of voting for the franchise. Barbieri says that many 49ers fans were particularly angry that the team wanted to take “SF” off its helmets. “People were as insecure and paranoid as they could be” at the thought the 49ers might be preparing for a move, he says. But even if the unimaginable happens and the hometown team leaves, the memories of fans still leave behind a profitable market. Major League Baseball’s Cooperstown Collection sells reproductions of caps and other equipment from defunct teams like the St. Louis Browns. This product line reaped over \$200 million in 1990.

Fashion-conscious people are now wearing athletic-oriented apparel, even if they don’t care about sports. The Chicago White Sox adopted snazzy new black uniforms last year, which quickly rose to the top of major league sales. “Black is definitely in,” Barbieri says, referring to the Atlanta Falcons’ uniform switch from red to black. “It’s in vogue to be bad.”

Logos do indeed convey an image. Some street gangs have adopted black and silver as their own colors, in homage to the Los Angeles Raiders’ “bad boy” reputation. As an anti-gang measure, a Florida shopping mall recently banned the wearing of Raiders jackets. The ban was quickly rescinded after an outburst of protest from Raiders fans. If a shopping mall outlawed Yves St. Laurent, would anybody care?

—Dan Fost



That may be why Long Communications (creators of *Sassy*) recently launched *Dirt*, the first lifestyle magazine for teen boys.

The best way to reach men with advertising may be to focus on role- or subject-oriented media, rather than on media geared specifically to either sex. *Parenting* and *Parents'* magazines try to encompass both mothers and fathers, for example, because men and women are equally likely to be parents. Men make up only one-fifth of both magazines' readers, according to Mediabank. That share is likely to rise, however. A new generation of active fathers has arrived.

When *GQ* asked baby boomers what significant event had happened to them in the past year, 4 percent said they had become a father for the first time. Men and

women both value their family more highly than anything else. This orientation grows stronger with age, and it catches fire when babies arrive.

The true nature of fatherhood can be a revelation to men. When Gordon Rothman of CBS News testified about paternity leave at a Congressional hearing, he echoed a truth that women have known about for a long time: “I don’t know why people talk about a wimp factor. This is the hardest work I’ve ever done in my life.”

The huge baby-boom generation has always been responsible for the greatest changes in men’s consumer behavior. Today, baby-boom men are increasing the time they spend on household and child-care duties. As a result, they are becoming more savvy about household products.

Meanwhile, more and more women are

learning how to buy cars, program VCRs, and use power tools. But some bastions of masculinity remain. Eighty-five percent of beer drinkers are men, for example. And men can pick up women’s unique behaviors too. A study conducted for Kiwi Brands finds that 40 percent of professional men sometimes wear sneakers back and forth to work. It’s a brave new world. •

TAKING IT FURTHER

For information about *GQ*’s “American Male Opinion Index,” contact Michael Clinton at (212) 880-8800. More on shopping behavior is available by calling Phil Wiseman of Maritz Marketing Research, Inc., at (314) 827-1949. *Full-Time Dads* is published by Chris Stafford at P.O. Box 120773, St. Paul, MN 55122-0773; telephone (612) 633-7424. Reprints of this article may be purchased by calling (800) 828-1133.

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Living



● COVER STORY

Proceeding With Caution

The twentysomething generation is balking at work, marriage and baby-boomer values. Why are today's young adults so skeptical?

OWNED LICENSING

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Sonja Henderson, 23, studies painting and sculpture at the Art Institute of Chicago

"I think we're really confused because we get mixed messages in the media. We have sex and violence on TV, and yet they don't want to air a condom ad."

By DAVID M. GROSS and
SOPHFRONIA SCOTT

They have trouble making decisions. They would rather hike in the Himalayas than climb a corporate ladder. They have few heroes, no anthems, no style to call their own. They crave entertainment, but their attention span is as short as one zap of a TV dial. They hate yuppies, hippies and druggies. They postpone marriage because they dread divorce. They sneer at Range Rovers, Rolexes and red suspenders. What they hold dear are family life, local activism, national parks, penny loafers and mountain bikes. They possess only a hazy sense of their own identity but a monumental preoccupation with all the problems the preceding generation will leave for them to fix.

This is the twentysomething generation, those 48 million young Americans ages 18 through 29 who fall between the famous baby boomers and the boomlet of children the baby boomers are producing. Since today's young adults were born during a period when the U.S. birthrate decreased to half the level of its postwar peak, in the wake of the great baby boom, they are sometimes called the baby busters. By whatever name, so far they are an unsung generation, hardly recognized as a social force or even noticed much at all. "I envision ourselves as a lurking generation, waiting in the shadows, quietly figuring out our plan," says Rebecca Winke, 19, of Madison, Wis. "Maybe that's why nobody notices us."

But here they come: freshly minted grownups. And anyone who expected they would echo the boomers who came before, bringing more of the same attitude, should brace for a surprise. This crowd is profoundly different from—even contrary to—the group that came of age in the 1960s and that celebrates itself each week on *The Wonder Years* and *thirtysomething*. By and large, the 18-to-29 group scornfully rejects the habits and values of the baby boomers, viewing that group as self-centered, fickle and impractical.

While the baby boomers had a placid childhood in the 1950s, which helped in-

spire them to start their revolution, today's twentysomething generation grew up in a time of drugs, divorce and economic strain. They virtually reared themselves. TV provided the surrogate parenting, and Ronald Reagan starred as the real-life Mister Rogers, dispensing reassurance during their troubled adolescence. Reagan's message: problems can be shelved until later. A prime characteristic of today's young adults is their desire to avoid risk, pain and rapid change. They feel paralyzed by the social problems they see as their inheritance: racial strife, homelessness, AIDS, fractured families and federal deficits. "It is almost our role to be passive," says Peter Smith, 23, a newspaper reporter in Ventura, Calif. "College was a time of mass apathy, with pockets of change. Many global events seem out of our control."

The twentysomething generation has been neglected because it exists in the shadow of the baby boomers, usually defined as the 72 million Americans born between 1946 and 1964. Members of the tail end of the boom generation, now ages 26 through 29, often feel alienated from the larger group, like kid brothers and sisters who disdain the paths their siblings chose. The boomer group is so huge that it tends to define every era it passes through, forcing society to accommodate its moods and dimensions. Even relatively small bunches of boomers made waves, most notably the

keters. But as the twentysomething adults begin their prime working years, they have suddenly become far more intriguing. Reason: America needs them. Today's young adults are so scarce that their numbers could result in severe labor shortages in the coming decade.

Twentysomething adults feel the opposing tugs of making money and doing good works, but they refuse to get caught up in the passion of either one. They reject 70-hour workweeks as yuppie lunacy, just as they shirk from starting another social revolution. Today's young adults want to stay in their own backyard and do their work in modest ways. "We're not trying to change things. We're trying to fix things," says Anne McCord, 21, of Portland, Ore. "We are the generation that is going to renovate America. We are going to be its carpenters and janitors."

This is a back-to-basics bunch that wishes life could be simpler. "We expect less, we want less, but we want less to be better," says Devin Schaumburg, 20, of Knoxville. "If we're just trying to pick up the pieces, put it all back together, is there a label for that?" That's a laudable notion, but don't hold your breath till they find their answer. "They are finally out there, saying 'Pay attention to us,' but I've never heard them think of a single thing that defines them," says Martha Farnsworth Riche, national edi-



John Neubauer, 27, teaches French and Latin to inner-city children in Baltimore

4 million or so young urban professionals of the mid-1980s. By contrast, when today's 18-to-29-year-old group was born, the baby boom was fading into the so-called baby bust, with its precipitous decline in the U.S. birthrate. The relatively small baby-bust group is poorly understood by everyone from scholars to mar-

"For our generation, teaching is the Peace Corps of the 1990s."

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Dorin Vanderjack, 20, of Redding, Calif., joined the U.S. Army to get an education

"I really don't think our generation takes life seriously enough."

tor of *American Demographics* magazine.

What worries parents, teachers and employers is that the latest crop of adults wants to postpone growing up. At a time when they should be graduating, entering the work force and starting families of their own, the twentysomething crowd is balking at those rites of passage. A prime reason is their recognition that the American Dream is much tougher to achieve after years of housing-price inflation and stagnant wages. Householders under the age of 25 were the only group during the 1980s to suffer a drop in income, a decline of 10%. One result: fully 75% of young males 18 to 24 years old are still living at home, the largest proportion since the Great Depression.

In a TIME/CNN poll of 18- to 29-year-olds, 65% of those surveyed agreed it will be harder for their group to live as comfortably as previous generations. While the majority of today's young adults think they have a strong chance of finding a well-paying and interesting job, 69% believe they will have more difficulty buying a house, and 52% say they will have less leisure time than their predecessors. Asked to describe their generation, 53% said the group is worried about the future.

Until they come out of their shells, the twentysomething/baby-bust generation will be a frustrating enigma. Riche calls them the New Petulants because "they can often end up sounding like whiners." Their

anxious indecision creates a kind of ominous fog around them. Yet those who take a more sanguine view see in today's young adults a sophistication, tolerance and candor that could help repair the excesses of rampant individualism. Here is a guide for understanding the puzzling twentysomething crowd:

FAMILY: THE TIES DIDN'T BIND

"Ronald Reagan was around longer than some of my friends' fathers," says Rachel Stevens, 21, a graduate of the University of Michigan. An estimated 40% of people in their 20s are children of divorce. Even more were latchkey kids, the first to experience the downside of the two-income family. This may explain why the only solid commitment they are willing to make is to their own children—someday. The group wants to spend more time with their kids, not because they think they can handle the balance of work and child rearing any better than their parents but because they see themselves as having been neglected. "My generation will be the family generation," says Mara Brock, 20, of Kansas City. "I don't want my kids to go through what my parents put me through."

David Robinson, 25, a Princeton graduate, protests with the AIDS Coalition to Unleash Power, known as ACT UP

"What we do is about power. Becoming a threat. Legislators don't do things because of kindness. They react to pressure."

That ordeal was loneliness. "This generation came from a culture that really didn't prize having kids anyway," says Chicago sociologist Paul Hirsch. "Their parents just wanted to go and play out their roles—they assumed the kids were going to grow up all right." Absent parents forced a dependence on secondary relationships with teachers and friends. Flashy toys and new clothes were supposed to make up for this lack but instead sowed the seeds for a later abhorrence of the yuppie brand of materialism. "Quality time" didn't cut it for them either. In a survey to gauge the baby busters' mood and tastes, Chicago's Leo Burnett ad agency discovered that the group had a surprising amount of anger and resentment about their absentee parents. "The flashback was instantaneous and so hot you

could feel it," recalls Josh McQueen, Burnett's research director. "They were telling us passionately that quality time was exactly what was not in their lives."

At this point, members of the twentysomething generation just want to avoid perpetuating the mistakes of their own upbringing. Today's potential parents look beyond their own mothers and fathers when searching for child-rearing role models. Says Kip Banks, 24, a graduate student in public policy at the University of Michigan: "When I raise my children, my approach will be my grandparents', much more serious and conservative. I would never give my children the freedoms I had."



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MARRIAGE: WHAT'S THE RUSH?

The generation is afraid of relationships in general, and they are the ultimate skeptics when it comes to marriage. Some young adults maintain they will wait to get married, in the hope that time will bring a more compatible mate and the maturity to avoid a divorce. But few of them have any real blueprint for how a successful relationship should function. "We never saw commitment at work," says Robert Higgins, 26, a graduate student in music at Ohio's University of Akron.

As a result, twentysomething people are staying single longer and often living together before marrying. Studying the 20-to-24 age group in 1988, the U.S. Census Bureau found that 77% of men and 61% of women had never married, up sharply from 55% and 36%, respectively, in 1970. Among those 25 to 29, the unmarrieds included 43% of men and 29% of women in 1988, vs. 19% and 10% in 1970. The sheer disposability of marriage breeds skepticism. Kasey Geoghegan, 20, a student at the University of Denver and a child of divorced parents, believes nuptial vows have lost their credibility. Says she: "When people get married, ideally it's permanent, but once problems set in, they don't bother to work things out."

DATING: DON'T STAND SO CLOSE

Finding a date on a Saturday night, let alone a mate, is a challenge for a generation that has elevated casual commitment to an art form. Despite their nostalgia for family values, few in their 20s are eager to revive a 1950s mentality about pairing off. Rick Bruno, 22, who will enter Yale Medical School in the fall, would rather think of himself as a free agent. Says he: "Not getting hurt is a big priority with me." Others are concerned that the generation is too detached to form caring relationships. "People are afraid to like each other," says Leslie Boorstein, 21, a photographer from Great Neck, N.Y.

For those who try to make meaningful connections—often through video dating services, party lines and personals ads—the risks of modern love are greater than ever. AIDS casts a pall over a generation that fully expected to reap the benefits of the sexual revolution. Responsibility is the watchword. Only on college



Susan Costello, 23, of Manchester, Mass., trekked to Dharmasala, India, where she teaches English to a group of Tibetan nuns

"I felt that if I didn't do something a bit risky, I would be in a pathetically conservative, unadventurous state in 20 years."

want to go to work and feel I'll be burned out two or three years down the road."

Most of all, young people want constant feedback from supervisors. In contrast with the baby boomers, who disdained evaluations as somehow undemocratic, people in their 20s crave grades, performance evaluations and reviews. They want a quantification of their achievement. After all, these were the children who prepped diligently for college-aptitude exams and learned how to master Rubik's Cube and Space Invaders. They are consummate game players and grade grubbers. "Unlike yuppies, younger people are not driven from within, they need reinforcement," says Penny Erikson, 40, a senior vice president at the Young & Rubicam ad agency, which has hired many recent college graduates. "They prefer short-term tasks with observable results."

Money is still important as an indicator of career performance, but crass materialism is on the wane. Marian Salzman, 31, an editor at large for the collegiate magazine *CV*, believes the shift away from the big-salary, big-city role model of the early '80s is an accommodation to the reality of a depressed Wall Street and slack economy.

campuses do remnants of libertinism linger. That worries public-health officials, who are witnessing an explosion of sexually transmitted diseases, particularly genital warts. "There is a high degree of students who believe oral contraception protects them from the AIDS virus. It doesn't," says Wally Brewer, coordinator of a study of HIV infection on U.S. campuses. "Obviously it's a big educational challenge."

CAREERS: NOT JUST YET, THANKS

Because they are fewer in number, today's young adults have the power to wreak havoc in the workplace. Companies are discovering that to win the best talent, they

must cater to a young work force that is considered overly sensitive at best and lazy at worst. During the next several years, employers will have to double their recruiting efforts. According to *American Demographics*, the pool of entry-level workers 16 to 24 will shrink about 500,000 a year through 1995, to 21 million. These youngsters are starting to use their bargaining power to get more of what they feel is coming to them. They want flexibility, access to decision making and a return to the sacredness of work-free weekends. "I want a work environment concerned about my personal growth," says Jennifer Peters, 22, one of the youngest candidates ever to be admitted to the State Bar of California. "I don't

Philosophies on life

There is no point in staying in a job unless you are completely satisfied.

Agree **58%**
Disagree **40%**

Given the way things are, it will be much harder for people in my generation to live as comfortably as previous generations.

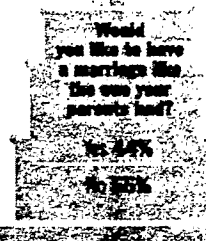
Agree **65%**
Disagree **33%**

Living

Many boomers expected to have made millions by the time they reached 30. "But for today's graduates, the easy roads to fast money have dried up," says Salzman.

Climbing the corporate ladder is trickier than ever at a time of widespread corporate restructuring. When recruiters talk about long-term job security, young adults know better. Says Victoria Ball, 41, director of Career Planning Services at Brown University: "Even IBM, which always said it would never lay off—well, now they're doing it too." Between 1987 and the end of this year, Big Blue will have shed about 23,000 workers through voluntary incentive programs.

lowered expectations. Young people increasingly claim they are willing to leave careers in middle gear, without making that final climb to the top. The leitmotiv of the new age: second place seems just fine. But young adults are flighty if they find their workplace harsh or inflexible. "The difference between now and then was that we had a higher threshold for unhappiness," says editor Salzman. "I always expected that a job would be 80% misery and 20% glory, but this generation refuses to pay its dues."



people to reach the middle class. Many dropouts quickly learn this and decide to return to school. But that decision costs money and sends many twentysomethings back to the nest. Others are flocking to the armed services. Private First Class Dorin Vanderjack, 20, of Redding, Calif., left his catering job at a Holiday Inn to join the Army. After two years of racking up credits at the local community college, he was ready for a four-year school and found the Army's offer of \$22,800 in tuition assistance too tempting to turn down. "There's no possible way I could save that," he says. "This forced me to grow up."

WANDERLUST: LET'S GET LOST

While the recruiters are trying to woo young workers, a generation is out planning its escape from the 9-to-5 routine. Travel is always an easy way out, one that comes cloaked in a mantle of respectability: cultural enrichment. In the TIME/CNN poll, 60% of the people surveyed said they plan to travel a lot while they are young. And it's not just rich students who are doing it. "Travel is an obsession for everyone," says Cheryl Wilson, 21, a University of Pennsylvania graduate who has visited Denmark and Hungary. "The idea of going away, being mobile, is very romantic. It fulfills our sense of adventure."

Unlike previous generations of upper-crust Americans who savored a postgraduate European tour as the ultimate finishing school, today's adventurers are picking places far more exotic. They are seeking an escape from Western culture, rather than further refinement to smooth their entry into society. Katmandu, Dar es Salaam, Bangkok: these are the trendy destinations of many young daydreamers. Susan Costello, 23, a recent Harvard graduate, voyaged to Dharmasala, India, to spend time at the headquarters of the Tibetan government-in-exile, headed by the Dalai



Sisters Joede, 24, and Sharyce Persson, 26, of Little Silver, N.J., opened a dance studio of their own in 1988

"I've had all types of bosses, and you get tired of being treated poorly. You're busting your chops for someone else." —Sharyce

Most of all, young workers want job gratification. Teaching, long disdained as an underpaid and underappreciated profession, is a hot prospect. Enrollment in U.S. teaching programs increased 61% from 1985 to 1989. And more graduates are expressing interest in public-service careers. "The glory days of Wall Street represented an extreme," says Janet Abrams, 29, a Senate aide who regularly interviews young people looking for jobs on Capitol Hill. "Now I'm hearing about kids going to the National Park Service."

Welcome to the era of hedged bets and

EDUCATION: NO DEGREE, NO DOLLARS

Smart and savvy, the twenty-something group is the best-educated generation in U.S. history. A record 59% of 1988 high school graduates enrolled in college, compared with 49% in the previous decade. The lesson they have taken to heart: education is a means to an end, the ticket to a cherished middle-class life-style. "The saddest thing of all is that they don't have the quest to understand things, to understand themselves," says Alexander Astin, whose UCLA-based Higher Education Research Institute has been measuring changing attitudes among college freshman for 24 years.

Yet, a fact of life in the 1990s economy is that a college degree is mostly about survival. A person under 30 with a college degree will earn four times as much money as someone without it. In 1973 the difference was only twice as great. With the loss of well-paying factory jobs, there are fewer chances for less-educated young

60s

	Attractive	Not attractive	Not sure
The easygoing life-style	77%	21%	2%
The music	70%	28%	2%
The experimentation with drugs	17%	79%	4%

Young people starting out today have little chance of success without a college education.

Agree **80%**

Disagree **18%**

seem to be missing in the West."

ACTIVISM: ART OF THE POSSIBLE

People in their 20s want to give something back to society, but they don't know how to begin. The really important problems, ranging from the national debt to homelessness, are too large and complex to comprehend. And always the great, intimidat-

Lama. Costello decided to explore Tibetan culture "to see if they really had something in their way of life that we

combination of reverie and revulsion. "What was so great about growing up then anyway?" says future physician Bruno. "The generation that had Vietnam and Watergate is going to be known for leaving us all their problems. They came out of Camelot and blew it."

Such views are revisionist, since the '60s were not easy, and the revolution did not end in utter failure. The twentysomething generation takes for granted many of the real goals of the '60s: civil rights, the antiwar movement, feminism and gay liberation. But those movements never coalesced into a unified crusade, which is something the twentysomethings hope will come along, break their lethar-

ties at Northwestern University: "A lot of us are afraid to take an intense stance and then leave it all behind like our parents did. We have to protect ourselves from burning out, from losing faith." Like McNally, the rest of the generation is doing what it can. Its members prefer activities that are small in scope: cleaning up a park over a weekend or teaching literacy to underprivileged children.

LEADERS: HEROES ARE HARD TO FIND

Young adults need role models and leaders, but the twentysomething generation has almost no one to look up to. While 58% of those in the TIME/CNN survey said their group has heroes, they failed to agree

on any. Ronald Reagan was most often named, with only 8% of the vote, followed by Mikhail Gorbachev (7%), Jesse Jackson (6%) and George Bush (5%). Today's young generation finds no figures in the present who compare with such '60s-era heroes as John F. Kennedy and Martin Luther King. "It seems there were all these great people in the '60s," says Kasi Davidson, 18, of Cody, Wyo. "Now there is nobody."

Today's potential leaders seem unable to maintain their stature. They have a way of either self-destructing or being decimated in the press, which trumpets their faults and foibles. "The media don't really give young people role models anymore," says Christina

Chinn, 21, of Denver. "Now you get role models like Donald Trump and all of the moneymakers—no one with real ideals."

SHOPPING: LESS PASSION FOR PRESTIGE

Marketers are confounded as they try to reach a generation so rootless and noncommittal. But ad agencies that have explored the values of the twentysomething generation have found that status symbols, from Cuisinarts to BMWs, actually carry a social stigma among many young adults. Their emphasis, according to Dan Fox, marketing planner at Foote, Cone & Belding, will be on affordable quality. Unlike baby boomers, who buy 50% of their cars from

Japanese makers, the twentysomething generation is too young to remember Detroit's clunkers of the 1970s. To-



Yong Sin Kim, 19, a music major at the University of Denver, is studying for an M.B.A. at the same time

"It's not that we don't consider feminism important; it's just that we don't see the inequality as much right now."

ing shadow of 1960s-style activism hovers in the background. Twentysomething youths suspect that today's attempts at political and social action pale in comparison with the excitement of draft dodging or freedom riding.

The new generation pines for a romanticized past when the issues were clear and the troops were committed. "The kids of the 1960s had it easy," claims Gavin Orzame, 18, of Berrien Springs, Mich. "Back then they had a war and the civil rights movement. Now there are so many issues that it's hard to get one big rallying point." But because the '60s utopia never came, today's young adults view the era with a

gy and goad them into action. One major cause is the planet; 43% of the young adults in the TIME/CNN poll said they are "environmentally conscious." At the same time, some young people are joining the ranks of radical-action groups, including ACT UP, the AIDS Coalition to Unleash Power, and Trans-Species Unlimited, the animal-rights group. These organizations have appeal because they focus their message, choose specific targets and use high-stakes pressure tactics like civil disobedience to get things accomplished quickly.

For a generation that has witnessed so much failure in the political system, such results-oriented activism seems much more valid and practical. Says Sean McNally, 20, who headed the Earth Day activi-

Who has it better in these areas?	Young adults today	Young adults in the '60s and '70s
Getting a high-paying job	77%	18%
Getting an interesting job	72%	19%
Living in an exciting time	50%	40%
Having sexual freedom	50%	42%
Having enough leisure time	38%	52%
Buying a house	24%	69%

Living

When you were growing up, what did you spend more time doing?

*Volunteered response

day's young adult is likely to aspire to a Jeep Cherokee or Chevy Lumina with lots of cup holders. "Don't knock the cup holders," warns Fox. "There's something about them

that says, 'It's all right in my world.' That's not a small notion. And Mercedes doesn't have them."

The twentysomething attitude toward consumption in general: get more for less. While yuppies spent money to acquire the best and the rarest toys, young adults believe they can live just as well, and maybe even better, without breaking the bank. They disdain designer anything. "Just point me to the generic aisle," says Jill Mackie, 21, a journalism major at the University of Illinois. Such a no-nonsense outlook has made hay for stores like the Gap, which thrives on young people's desire for casual clothing at a casual price. Similarly, a twentysomething adult picks a Hershey's bar over Godiva chocolates, and Bass Weejuns (price: \$75) instead of Lucchese cowboy boots (\$500).

CULTURE: FEW FLAVORS OF THEIR OWN

Down deep, what frustrates today's young people—and those who observe them—is their failure to create an original youth culture. The 1920s had jazz and the Lost Generation, the 1950s created the Beats, the 1960s brought everything embodied in the Summer of Love. But the twentysomething generation has yet to make a substantial cultural statement. People in their 20s have been handed down everyone else's music, clothes and styles, leaving little room for their own imaginations. Mini-revivals in platform shoes, ripped jeans and urban-cowboy chic all coincide with J. Crew prep, Gumby haircuts and teased-out suburban perms. What young adults have managed to come up with is either *nuevo* hipster or ultra-nerd, but almost always a bland imitation of the past. "They don't even seem to know how to dress," says sociologist Hirsch, "and they're al-

most unschooled in how to look in different settings."

Many critics dismiss the new generation as culture vultures. But there is another way of looking at them: as open-minded samplers of an increasingly diverse cultural buffet. Rap music has fueled a fresh array of clothing styles and political attitudes, not to mention musical innovations. A new, hot radio format has evolved to provide exposure for such urban dance-music acts as Soul II Soul and Lisa Stansfield. On television, MTV has grown from an exclusively rock-'n'-roll outlet to one that en-

compasses pop, soul, reggae and even disco. Like Madonna in her hit song *Vogue*, this generation knows how to "strike a pose." Eclecticism is supreme, as long as the show is authentic—as camp, art or theater.

The music of the '60s and '70s is still viewed, sometimes resentfully, as classic. So today's artists are busy trying to gain acceptance by reworking the past. Edie Brickell and the New Bohemians redo Dylan; 10,000 Maniacs covers Cat Stevens. Why hasn't the twentysomething generation picked up the creative gauntlet? One reason is that the generation believes the artistic climate that existed when the Beatles and the Who were writing is no longer viable. Art, they feel, is not created for the sake of a statement these days. It's written for money.

Even many of the fiction writers who emerged in the late 1980s—Bret Easton Ellis, Tama Janowitz, Jay McInerney, to name the usual suspects—seemed to be in it for the money and fame.

That makes today's young adults pessimistic that originals like Tom Robbins or Timothy Leary or the Rolling Stones will come along in their time. But then even the Stones are not really the Stones these days. "Kids aren't stupid," says Mike O'Connell, 23, of Chicago, lead singer of his own band, Rights of the Accused. "The Stones aren't playing rock 'n' roll anymore. They're playing for Budweiser."

Maybe the twentysomething generation does have trouble making a decision or a statement. Maybe they are just a little too



Suzanne Lahl, 21, studies biology at the University of Pennsylvania but plans a career in hotel management

"I'd like to be an overachiever, but I decided I'd rather have friends than grades."

cynical when it comes to the world. But their realism may help them keep shuffling along with their good intentions, no matter what life throws at them. That resignation leaves them no illusions to shatter, no false expectations to deflate. In the long run, even with their fits and starts, they may accomplish more of their goals than past generations did. "No one is going to say we are anything but slow and steady, but how else are we going to go?" asks Ann Evangelista, 21, of West Chester, Pa. "I could walk this slow and steady way, and maybe I'll end up winning the race." For this crowd, Camelot may be a place in the future, not just a nostalgia trip to the past. —With reporting by Dan Cray/Los Angeles, Tom Curry/Atlanta and William McWhirter/Chicago



What media hold student interest

College free time isn't 'all' MTV

Required reading

Magazine	Points
1. Cosmopolitan	424
2. Sports Illustrated	399
3. Time	325
4. Rolling Stone	317
5. Glamour	315
6. Vogue	261
7. Newsweek	199
8. People Weekly	190
9. Mademoiselle	174
10. Elle	168

*Note: Students were asked to list their three favorite magazines in descending order. First place mentions received three points; second, two points; third, one point.
Source: Advertising Age



Wired for sound

Ad	% of responses
1. RAB radio awareness	6.8%
2. Motel 6	6.5
3. Bud Light	3.3
4. Nutri-system	3.1
5. Coca-Cola	2.7

Source: Advertising Age

They want their MTV

Top 10 cable networks (by ranking)*

Network	Points
1. MTV	614
2. ESPN	350
3. HBO	343
4. CNN	240
5. Showtime	78
6. Nick at Nite	74
7. Cinemax	58
8. Discovery	46
9. VH-1	45
10. TBS	42

*Note: Students were asked to list their three favorite cable networks in descending order. First place mentions received three points; second, two points; third, one point.
Source: Advertising Age
Ad Age Graphic: Holly Segura

Media use

Average time spent per day		Is that more or less time than spent in high school?			
	Medium	Hrs./day	More	Less	Same
1. Radio		2.21	55.0%	32.5%	7.9%
2. Network TV		1.57	67.2	26.1	1.8
3. Cable TV		.98	52.7	31.4	4.4
4. Newspapers		.81	36.4	48.4	6.7
5. Magazines		.67	48.5	36.2	6.2

Source: Advertising Age Ad Age Graphic: Holly Segura

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'Me-first' mode takes a beating

Good is not good—at least not to most college students.

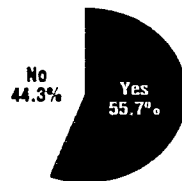
In a national study of 1,200 college students at 30 campuses across the country conducted last Feb-

ruary by researcher CollegeTrack, a surprisingly high percentage agree there are more important things in life than getting ahead in business and making money.

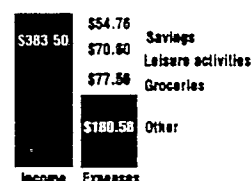
Of those undergraduates surveyed, 87% agreed that "acting

Collegiate profile

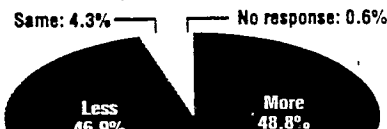
Are you employed?



Average monthly budget



Do you have more or less money to spend on leisure activities than you did in high school?



Source: Advertising Age Ad Age Graphic: Holly Segura

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